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Logo Design Love A Guide

Logo Design Love: A Guide to Creating Iconic Brand Identities has sold more than 50,000 copies, with an updated and expanded second edition that's available in thirteen languages. "There are a lot of books out there that show collections of logos. But David Airey's Logo Design Love is something different: it's a guide for designers (and clients) who want to understand what this mysterious business is all about.

Logo Design Love: A Guide to Creating Iconic Brand Identities

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Logo Design Love: A Guide to Creating Iconic Brand ...

In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last.

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Logo Design Love: A guide to creating iconic brand identities (Voices That Matter) - Kindle edition by Airey, David. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Logo Design Love: A guide to creating iconic brand identities (Voices That Matter).

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But David Airey's "Logo Design Love" is something different: it's a guide for designers (and clients) who want to understand what this mysterious business is all about. Written in reader-friendly, concise language, with a minimum of designer jargon, Airey gives a surprisingly clear explanation of the proces

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Logo Design Love is a website and bestselling book for designers with an interest in logos and brand identity design.

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Brand identity style guide documents | Logo Design Love

A cross — "angel food" (food served to hobos after a sermon). A triangle with hands — the homeowner has a gun. A horizontal zigzag — a barking dog. A square missing its top line — safe to camp in that spot. A top hat and a triangle — wealth. A spearhead — a warning to defend yourself.

Hobo signs and symbols, code for the road | Logo Design Love

Logo Design Love will make you stop and think about how you are approaching design. David Airy writes in a very upbeat manner which makes reading it enjoyable. The topics covered are very relevant, and are there to help guide you to make your own decisions.

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design isn't rocket science, and this is a tried and tested ... Designer Nancy Wu was hired to create a logo and collateral for Tenth Avenue Alliance Church in Vancouver, British ... Microsoft PowerPoint template, a graphic standards guide, promotional buttons, mugs, water bottles, t-shirts, and tote bags. Tenth Church

Chapter seven From pencil to PDF - Logo Design Love

But David Airey's Logo Design Love is something different: it's a guide for designers (and clients) who want to understand what this mysterious business is all about.

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A guide to creating iconic brand Identities

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About the Author A self-employed graphic designer from Northern Ireland, David Airey writes three of the most popular graphic design blogs on the Internet: DavidAirey.com, LogoDesignLove.com, and IdentityDesigned.com. David's blogs have attracted hundreds of thousands of loyal fans who read and are inspired by his writing every day.

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